

# Karin McKie

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**Public Relations, Marketing and Communications professional with specialty in on time, on budget, media pitching and placements, special events and prolific writing.**

**Technologies:** Microsoft Office Suite, Constant Contact, MailChimp, WordPress, Squarespace, Slack, Wrike, Trello, Zoom, GoToMeeting, CRM (Act, Zoho), Twitter, Instagram, LinkedIn.

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## COMMUNICATIONS

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**Account Manager, Publicist, Writer, Agency Work** **06/19-present**

- **Interdependence Public Relations** writer, interviewer and researcher for projects including:
  - [The Daily Beast](#), ghost-wrote op-ed for actor Edward Asner about Venezuelan film
  - [Kindustry](#) brand management byline
  - Medical advocacy writing for [Dr. Richard Pan](#) and [Pulmonary Wellness Foundation](#)
- **Winger Marketing** project manager, brand strategist, content developer for clients including:
  - Museum Access TV – [regional feature](#), [podcast](#), [University Club Learn at Lunch event](#)
  - North American Polymer Co. – [press releases](#), [awards](#) and [blog posts](#)
  - RightRez travel technology – trade show [feature](#) and collateral, podcast
  - Luxury travel design – [national trade feature](#), [national feature](#), [regional feature](#)
  - Brickworld Exposition – [print features](#) and [broadcast features](#)
  - Anixter Center disability advocate nonprofit – [annual report](#)
  - [Fitness features](#) and art festival [podcast](#)

**Publicist, Partnerships, Writer, Tree Falls Productions** **08/93-present**

- Created and executed public relations, marketing campaigns, and community partnerships:
  - *Monticello* by leading labor lawyer Thomas Geoghegan, features including [Chicago Sun-Times](#), [Crain's Chicago Business](#), [DNA Info](#)
- Secured features, previews, reviews and listings for dozens of award-winning arts organizations:
  - [Lucy Burns Museum](#)
  - [TimeLine Theatre Company](#)
  - [Lifeline Theater Company](#)
- Regular published writing:
  - [EDGEMediaNetwork.com](#)
  - [ThirdCoastReview.com](#)
  - [CircusTalk.com](#)

**Marketing Director (Interim), Theatre School, DePaul University** **06/06-09/06**

**Publicist, Partnerships, Writer** **11/02-05/06**

- Created and executed PR, marketing and outreach campaigns for a Top 20 US Acting School
  - [Drury Lane Water Tower Place Opening](#)
  - Chicago Playworks at historic Merle Reskin Theatre season announcements and features
  - Annual Scholarship Gala, including media coverage and talent wrangling
  - National Casting Graduate Showcase promotion and logistics
- Institutional partnerships, cross-promotions and special events
  - Chicago Children's Museum
  - Chicago Public Library
  - Notebaert Nature Museum
  - Family Theater Network consortium co-creation

**Publicist, Partnerships, Writer, WETA TV****09/88-05/93**

- Created and executed PR, marketing, outreach campaigns for the third largest PBS station:
  - Ken Burns' *The Civil War* series
  - *Washington Week* weekly news and public affairs magazine
  - *In Performance at the White House* and *A Capitol Fourth* special series
  - *Sesame Street* Preschool Education Project
  - *Nine Weeks* – PBS Promotion Award winner
- Special event coordination
  - The White House
  - National Press Club
  - Presidential Inauguration Parade and related events with Dr. Maya Angelou

**Managing Director, Publicist, CSz Theater****03/15-11/16**

- Writer and coordinator for all institutional deliverables, including:
  - New website creation and launch
  - Bi-weekly eblasts
  - Monthly enewsletter
  - Programs, Goldstar copy and promotional materials like trade show brochures
  - Press releases for 20+ productions six nights a week for 20,000+ audiences and media
  - New branding and compliance for signage, uniforms and physical plant
- Partnership initiator and director with many area organizations and businesses, including:
  - 400+ Chicagoland concierge and hospitality groups
  - WNBA Chicago Sky
  - DePaul University "Chicago 101" Class
  - Emerald City Theater Company
- Teambuilding and creativity training for Fortune 500 companies
- Revamped education department, created audition intensives and summer camps

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**EDITOR**

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**Managing Editor, *Reed* Magazine****08/10-02/11**

- Managed submission and selection process for the oldest literary journal west of the Mississippi
- Administered the John Steinbeck fiction prize and exceeded submissions records:
  - 243% increase in poetry submissions
  - 140% increase in art submissions

**Managing Editor, Communications Director, Int'l Interior Design Ass'n****02/99-11/00**

- Editor, writer, researcher and production coordinator for [\*Perspective\*](#) design journal
- Writer, supervisor, researcher for communications and marketing materials and publications

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**SCHOLARSHIPS**

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- 70<sup>th</sup> Annual Philadelphia Writers Conference, Mabel Love Memorial Scholarship
- Chicago Dramatists, M.E.H. Lewis Memorial Fund Playwriting Scholarship
- China and Taiwan Global Technology Initiative Scholarship

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**EDUCATION**

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- **M.F.A., Creative Writing, Nonfiction and Drama**

San José State University, CA; California State University Summer Arts Program, Fresno, CA

- **B.S., Communication Arts and Theater**

James Madison University, Harrisonburg, VA, and London, England

- **Continuing Education/Writing, Shakespeare, Improv:** Northwestern, Stanford, Second City